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TODAY MORE THAN EVER PEOPLE ARE RELYING ON MEDITATION APPS TO REDUCE STRESS AND ANXIETY

Jenny Whedbee
Monroe Marketing Director

As Marketing Director, Jenny creates marketing programs designed to accomplish the Monroe Institute's mission of furthering the experience and exploration of consciousness, expanded awareness, and discovery of self. She knows first-hand what a profoundly positive effect the Institute's programs can have on a person's perspective and is thrilled to be putting her years of experience and heart into the success of the Institute. Outside of Monroe, Jenny races mountain bikes, brews beer, and enjoys spending time with her two daughters, family, friends and beloved Springer Spaniel, Afton.

According to the American Psychological Association the pandemic has created a national mental health crisis. Based on their annual Stress in America™ survey, which measures the sources and intensity of people's stress, the country is at an all-time high among children, teens, parents, and adults due to what is known as compounding stressors (American Psychological Association, 2020). Meaning, they are experiencing the added stressors of uncertainty, fear and chaos caused by the pandemic on top of the previous year's list of concerns: healthcare, mass shootings, climate change, opioid crisis, political unrest, immigration and sexual harassment.

People are turning to meditation apps to help them manage a variety of symptoms caused by excessive stress such as: sleep disruption, anxiety, and depression. Meditation apps offer a quick and convenient tool to help you relax, focus, and improve your mood. In addition to immediate relief, new studies are showing long-term benefits to the regular use of meditation apps such as: stress intervention and more positive emotions throughout the day.

One particular study from Carnegie Mellon University, tested 114 subjects and found that listening to just one 20-minute meditation a day for two-weeks showed participants had lower blood pressure, cortisol levels and coped better in stressful situations (Vozza, 2019). Stress not only impacts your emotions it can also cause physical illness and disease. So, reducing your stress through a daily smart-phone based meditation practice, like Monroe's Expand, also improves your physical health and well-being.

Meditation app are not simply the latest fad, in fact, usage is expected to continue growing as people discover the mental, physical and emotional benefits of a daily practice. Monthly downloads of meditation apps are increasing exponentially worldwide.

A more recent market overview published by PRNewswire, using data from UnivDatos Market Insights, predicts the global mindfulness meditation app market will increase 48% by 2027 (UnivDatos Market Insights, 2021).

Monroe's *Expand* meditation app offers both short meditations, for those new to a daily meditation practice, and longer more advanced meditations for those experienced mediators, looking to go deeper. Monroe's meditations are supported by our powerful sound-wave technology so that you're able to quickly and easily tap into relaxing expanded states of consciousness. Beyond relaxation and peace, there are many benefits to experiencing these deeper states of awareness, including:

- Access to inner-guidance and higher-Self for making careful, intelligent, and deliberate decisions
- Emotional mastery, for maintaining a positive emotional state regardless of circumstances
- Increased self-awareness and presence for developing empowering beliefs about yourself while purging the dis-empowering ones
- Enhanced mental clarity and greater self-discipline, for a better understanding your own thought processes, emotions, and behaviors
- Better relationships and problem solving skills, staying focused on what's most important while tuning out distractions, building an accurate and effective model of reality

For over 50 years people have been experiencing the life-changing benefits of Monroe Sound Science meditation exercises. If you're ready for a deeper meditative experience and a greater sense of meaning and purpose in your life, try Monroe's Expand for just 20-minutes a day.

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